ADVANCED-**ONLINE**®

<<Date>> (Format: Month Day, Year)

<<MemberFirstName>> <<MemberMiddleName>> <<MemberLastName>> <<NameSuffix>>
<<Address1>>
<<Address2>>
<<City>>, <<State>> <<ZipCode>>

NOTICE OF DATA BREACH

Dear <<MemberFirstName>> <<MemberLastName>>,

Thank you for being an Advanced-Online customer. Advanced-Online is the official online provider of branded merchandise for numerous companies, colleges and organizations. We are contacting you to inform you of recent unauthorized access of certain customer information on our online platform. This communication will provide you with information about the incident itself, and the steps we are taking to remediate the issue and help you protect yourself.

WHAT HAPPENED?

Advanced-Online learned on January 3, 2018 that certain personal information housed on the company's online platform may have been subject to unauthorized access. The date range for the incident appears to be April 29, 2017 until January 12, 2018. Upon becoming aware of the potential unauthorized access, Advanced-Online promptly engaged a nationally recognized cybersecurity and forensics firm to assess and address the situation.

WHAT INFORMATION WAS INVOLVED?

Advanced-Online and our cybersecurity and forensics firm believe that the following categories of information may have been compromised: name, address, username/email address, password, and payment card information (account number, expiration date, CVV number).

WHAT ARE WE DOING?

Upon becoming aware of the unauthorized access we promptly took steps to stop it, including engaging a nationally recognized cybersecurity and forensics firm to investigate the situation, determine the scope of the issue, and close the vulnerability in order to prevent recurrence.

As a precaution, you will be required to reset your password the next time you attempt to access the site. The password reset will require an additional level of authentication. When you sign-on to our site to create your new password, a security code will be sent to your email of record, which must be entered to complete the password reset.

As an added precaution, we are offering you access to one year of identity monitoring services through Kroll at no cost to you, as detailed below. Your identity monitoring services include Credit Monitoring, Web Watcher, Public Persona, Quick Cash Scan, $1 Million Identity Fraud Loss Reimbursement, Fraud Consultation, and Identity Theft Restoration. We encourage you to take advantage of this free service.

WHAT CAN YOU DO?

In addition to enrolling to receive the free identity monitoring services, you may want to take additional action to further protect yourself against possible identity theft or financial loss. If you have re-used your Advanced-Online password on other sites, we urge you to re-set your password on those other sites. In addition, Advanced-Online encourages you to be especially aware of email, telephone and postal mail scams that ask for personal or sensitive information. Advanced-Online will not contact you in any way, including by email, asking for your credit card number, Social

Security number, or other personally identifiable information. If you are asked for this information, you can be confident Advanced-Online is not the entity asking. Advanced-Online encourages you to remain vigilant, review your account statements, monitor your credit reports and change your passwords.

How to Activate Your Identity Monitoring Services

Visit **my.idmonitoringservice.com** to activate and take advantage of your identity monitoring services.

*You have until **May 10, 2018** to activate your identity monitoring services.*

Membership Number: **<<Member ID>>**

To receive credit services by mail instead of online, please call 1-833-215-3725. Additional information describing your services is included with this letter.

OTHER IMPORTANT INFORMATION.

Advanced-Online is providing the following additional information for those U.S. residents who wish to consider it:

- You may wish to visit the website of the U.S. Federal Trade Commission at http://www.consumer.ftc.gov/features/feature-0014-identity-theft or reach the FTC at 877-382-4357 or 600 Pennsylvania Avenue, NW, Washington, DC 20580 for further information about how to protect yourself from identity theft. Your state Attorney General may also have advice on preventing identity theft, and you should report instances of known or suspected identity theft to law enforcement, your State Attorney General, and the FTC.
  - Maryland Residents: If you are a Maryland resident, you can reach the Maryland Attorney General at 888-743-0023 (toll free in Maryland) or Office of the Attorney General, 200 St. Paul Place, Baltimore, Maryland 21202.
  - North Carolina Residents: You can reach the North Carolina Attorney General at 919-716-6400 or Office of the Attorney General, 9001 Mail Service Center, Raleigh, North Carolina 27699.
- You may have the right to obtain any police report filed related to this intrusion, and to file a police report and obtain a copy of it if you are the victim of identity theft.
- U.S. residents are entitled under U.S. law to one free credit report annually from each of the three major credit bureaus. To order your free credit report, visit www.annualcreditreport.com or call toll-free 877-322-8228.
- You can request information regarding “fraud alerts” and “security freezes” from the three major U.S. credit bureaus listed below. At no charge, if you are a U.S. resident, you can have these credit bureaus place a “fraud alert” on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. This service can make it more difficult for someone to get credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it also may delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. A “security freeze” generally prohibits the credit reporting agency from releasing your credit report or any information from it without your written authorization. You should be aware that placing a security freeze on your credit account may delay or interfere with the timely approval of any requests that you make for new loans, credit, mortgages, or other services. Unlike fraud alerts, to obtain a security freeze you must send a written request to each of the three major reporting agencies and you may be required to provide information such as your: (1) name; (2) Social Security number; (3) date of birth; (4) current address; (5) addresses over the past five years; (6) proof of current address; (7) copy of government identification; and (8) any police/investigative report or complaint. Should you wish to place a fraud alert or a security freeze, or should you have any questions regarding your credit report, please contact any one of the agencies listed below.
  - Experian: 888-397-3742; www.experian.com; P.O. Box 9554, Allen, TX 75013
  - Equifax: 800-525-6285; www.equifax.com; P.O. Box 105788, Atlanta, GA 30348
  - TransUnion: 800-680-7289; www.transunion.com; Fraud Victim Assistance Division, P.O. Box 2000, Chester, PA 19022-2000

Please note that although Advanced-Online is offering to provide identity monitoring services for 12 months free of charge via Kroll, the consumer reporting agencies listed above may require fees for their services.

FOR MORE INFORMATION.

If you have any questions please call 1-833-215-3725, Monday through Friday from 8:00 a.m. to 5:00 p.m. Central Time.

Sincerely,

Brendan Thornton
General Manager
Advanced-Online

TAKE ADVANTAGE OF YOUR IDENTITY MONITORING SERVICES

You've been provided with access to the following services[1] from Kroll:

Single Bureau Credit Monitoring

You will receive alerts when there are changes to your credit data—for instance, when a new line of credit is applied for in your name. If you do not recognize the activity, you'll have the option to call a Kroll fraud specialist, who can help you determine if it's an indicator of identity theft.

Web Watcher

Web Watcher monitors internet sites where criminals may buy, sell, and trade personal identity information. An alert will be generated if evidence of your personal identity information is found.

Public Persona

Public Persona monitors and notifies when names, aliases, and addresses become associated with your Social Security number. If information is found, you'll receive an alert.

Quick Cash Scan

Quick Cash Scan monitors short-term and cash-advance loan sources. You'll receive an alert when a loan is reported, and you can call a Kroll fraud specialist for more information.

$1 Million Identity Fraud Loss Reimbursement

Reimburses you for out-of-pocket expenses totaling up to $1 million in covered legal costs and expenses for any one stolen identity event. All coverage is subject to the conditions and exclusions in the policy.

Fraud Consultation

You have unlimited access to consultation with a Kroll fraud specialist. Support includes showing you the most effective ways to protect your identity, explaining your rights and protections under the law, assistance with fraud alerts, and interpreting how personal information is accessed and used, including investigating suspicious activity that could be tied to an identity theft event.

Identity Theft Restoration

If you become a victim of identity theft, an experienced Kroll licensed investigator will work on your behalf to resolve related issues. You will have access to a dedicated investigator who understands your issues and can do most of the work for you. Your investigator can dig deep to uncover the scope of the identity theft, and then work to resolve it.

[1] Kroll's activation website is only compatible with the current version or one version earlier of Internet Explorer, Chrome, Firefox, and Safari. To receive credit services, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file.